

FORD FIESTA



Go Further



Visionary. Ingenious. Remarkable.
Every car bears his signature.

Henry Ford



Unlock extra content online. If you use a smartphone or tablet, download the Fiesta Viewr app and point your device at any page with the phone icon.





Could this be
the start of a
long-lasting
love affair?

With sparkling accents and high quality details, the Ford Fiesta is polished and poised. Look a little deeper and you discover every single component is engineered with one objective clearly in mind: quality that's built to last.



Use your voice like
another pair of hands.



Ford SYNC with Emergency Assistance lets you play music, make and receive hands-free calls, and even read out your incoming text messages – all with simple voice commands. Bluetooth®-enabled audio-streaming means you can stream your music collection from your mobile phone or other Bluetooth enabled device directly to the car audio system. In the event of a collision Ford Emergency Assistance* communicates with the Emergency services directly, providing coordinates of the incident and allowing occupant control at all times..

*Ford Emergency Assistance operates in over 30 European countries. This feature works when paired with a compatible mobile phone that is with you when any airbag is deployed (excludes knee airbags and rear inflatable safety belts, if equipped) or the fuel pump is shut off. Text function and Emergency Assistance not supported by all European languages.. See your local Ford website for latest information.

SYNC
Powered by Microsoft

Indulge your
love of style.

Enjoy high-quality partial or full leather seats, perfectly complemented by a leather-trimmed handbrake handle and gearshift knob in the Fiesta's beautifully crafted interior. A new premium flow through centre console with armrest, cup holder and chrome highlights – plus enhanced ambient lighting – complete your interior with finesse. (Standard on Zetec S, Titanium and Titanium X)





The Steering System that always feels just right.

Ford Fiesta's sophisticated **electric power-assisted steering (EPAS)** achieves a balance that's just not possible with conventional power steering systems. At parking speeds, full power is delivered for feather-light manoeuvring. Once you're on the move, it steadily weights up to just the right extent for optimum feel and control. The height- and reach-adjustable steering wheel enables you to find your ideal driving position for a more relaxed driving experience. (Image shown includes Leather trimmed steering wheel with Charcoal Black contrast stitching and Midnight Symphony accent ring on insert rim).



Enjoy the performance of a manual.



With the convenience of an automatic.

Ford PowerShift delivers the perfect combination between automatic convenience and manual efficiency. This 6-speed automatic transmission selects the next appropriate gear at precisely the right moment for smooth, lightning-fast gear changes, with no disruption to the flow of power. The manual mode lets you switch gears at the push of a button – no clutch required.

Ford EcoBoost – International Engine of the Year 2012.

With direct petrol injection, turbocharging and variable valve timing, Ford EcoBoost engines deliver power and torque consistent with larger displacement engines. The result is remarkable performance from such an economical engine. Triple winner at the International Engine of the Year Awards 2012, the new 1.0-litre EcoBoost is available in 100 PS and 125 PS versions.



Economy worth celebrating.





Less fuel. More power.
Lower emissions.

With the help of **Ford ECOncetic Technology**, Fiesta's latest engines are remarkably fuel efficient. The new 1.0 EcoBoost 125 PS petrol engine produces 21 per cent more maximum power than the larger capacity prior 1.4 96 PS that it replaces, and yet it achieves around 24 per cent better fuel economy and 25 per cent lower CO₂ emissions. The new 1.6 Duratorq TDCi 95 PS diesel engine with auto start/stop is even more frugal, with CO₂ emissions of just 87 g/km.. (Engine available across Style Econetic, Zetec Econetic & Titanium Econetic).

87 g/km CO₂

The key that gives you peace of mind.

MyKey® is an innovative programmable feature that encourages safer driving. MyKey® lets you tailor car settings to suit individual users. These settings include speed limit reminders and maximum audio volume. You can also prevent deactivation of driver assistance features. MyKey® settings are automatically activated each time MyKey® is used. (Standard on Style and above)



A close-up, low-angle shot of the front left headlight and grille of a light blue car. The headlight is a projector type with a clear lens and a dark housing. The grille is made of a vertical slat design. The car's body is a vibrant blue.

Halogen projector headlights
with LED day running lights.
(Standard on Titanium &
Titanium X)



Save fuel
without even
thinking
about it.

When your vehicle is idling at a standstill, Ford Auto-Start Stop automatically shuts down the engine to save fuel. When you want to drive off, the engine immediately restarts. (Only available on 1.0 L, 1.0 EcoBoost and 1.6 Duratorq ECOBoost engines)

Ford Eco Mode driver information system

This smart software monitors your driving style and displays its impact on the car's fuel economy.

See more
in front and
behind.

Fiesta's **built-in navigation system** eliminates the need for pre-route planning, by responding to real time road speed and traffic conditions to deliver more accurate estimated arrival times and trip information. Select reverse gear and the **rear-view camera** activates automatically in the Sony or navigation display, allowing you to see objects behind your car. Special guidance graphics indicate the width and centre line of the car, based on the steering angle, for safer and easier manoeuvring. (Option; requires Sony Radio or Navigation)



Fiesta series



Style

- Manual air conditioning
- My Key
- Radio/CD with USB connection
- Electrically-operated front windows with 'one shot' up and down and anti-trap technology on driver and passenger side
- Remote central locking
- Electrically-operated and heated door mirrors with side indicators
- Hill start assist
- Body colour rear spoiler, front and rear bumper, tailgate and door handles
- Chrome upper grille
- Electronic Stability Programme
- Headlight courtesy delay

Bodystyles: 3- and 5-door

Engines:

Petrol (60/82/105 PS)

Diesel: Duratorq (75 PS). ECOnetic (95 PS S/S)



Zetec

Additional to Style

- 15" 5x2-spoke alloy wheels
- Front fog lights with chrome ring surround
- Quickclear heated windscreen
- 3-spoke leather-trimmed steering wheel
- Leather-trimmed handbrake handle
- Flow through centre console
- Trip computer
- Ambient lighting
- Chrome belt line finisher
- Chrome tailgate handle

Bodystyles: 3- and 5-door

Engines:

Petrol: 1.0 80 PS S/S, EcoBoost (100 PS S/S), Duratec (82/105 PS)

Diesel: Duratorq (75 PS). ECOnetic (95PS S/S)



Zetec S

Additional to Zetec

- 16" 12-spoke alloy wheels
- Body colour front and rear bumper skirts
- Body colour rocker panel mouldings
- Front fog lights with sports bezel
- Black upper and lower sports grille
- Large body colour rear spoiler
- Sports suspension
- Sport style front seats
- Sport pedals
- Centre console with armrest
- Perimeter Alarm

Bodystyle: 3-door

Engines:

Petrol: EcoBoost (125 PS S/S)

Diesel: Duratorq (95 PS)



Titanium (not shown)

Additional to Zetec

- 16" 15-spoke alloy wheels
- Power-foldable mirrors with puddle lights
- LED day running lights
- Sony DAB audio with SYNC
- EATC air conditioning
- Automatic headlights
- Auto-dimming rear-view mirror
- Rain-sensing wipers
- Front and rear velour floor mats
- Cruise control
- Centre console with armrest

Bodystyles: 3- and 5-door

Engines:

Petrol: EcoBoost (100/125 PS S/S), Duratec (105 PS)

Diesel: Duratorq (95 PS)



Titanium X

Additional to Titanium

- 16" 12-spoke alloy wheels
- Heated sports-style front seats
- Partial leather seats in Charcoal Black with silver fabric
- Ford KeyFree System including Ford Power Starter Button
- Electronic front and rear windows
- Stainless steel scuff plates
- Rear centre head restraint

Bodystyles: 3- and 5-door

Engines:

Petrol: EcoBoost (100/125 PS S/S), Duratec (105 PS)

Diesel: Duratorq (95 PS)

Titanium X

Additional to Titanium

- 16" 12-spoke alloy wheels
- Heated sports-style front seats
- Partial leather seats in Charcoal Black with silver fabric
- Ford KeyFree System including Ford Power Starter Button
- Electric windows front and rear
- Stainless steel scuff plates
- Rear centre head restraint
- Body colour front bumper with black painted chrome-rimmed lower grille
- Black painted front fog lights with chrome ring surround
- Leather-trimmed steering wheel with Charcoal Black stitching and Midnight Symphony accent ring insert on rim
- Front and rear premium velour floor mats with metal grey stitching



Titanium

Additional to Zetec

- 16" 15-spoke alloy wheels
- Power-foldable mirrors with puddle lights
- LED day running lights
- Sony DAB audio with SYNC
- EATC air conditioning
- Automatic headlights
- Auto-dimming rear-view mirror
- Rain-sensing wipers
- Cruise control
- Centre console with armrest
- Front and rear velour floor mats
- Rear centre head restraint
- Rear privacy glass
- Perimeter alarm



Find extra pleasure in
the small details.

Ambient lighting

A soft red glow discreetly highlights the interior of your Ford Fiesta. (Standard on Zetec, Titanium and Titanium X)



Ford KeyFree System with Ford Power Starter Button

Start the car and lock or unlock the doors without ever holding the key. Just keep the key fob with you in your pocket or bag. (Standard on Titanium X, option on Zetec S and Titanium)



Electrically-operated and heated door mirrors with side indicators

(Standard)



Deflation Detection System[®]

Designed to alert you if a tyre's pressure is too low, such as in the case of a puncture. (Option)

[®]Uses sensors.



Zetec S

Additional to Zetec

- 16" 12-spoke alloy wheels
- Body colour front and rear bumper skirts
- Body colour rocker panel mouldings
- Front fog lights with sports bezel
- Black upper and lower sports grille
- Large body colour rear spoiler

- Sports suspension
- Sports style front seats
- Centre console with armrest
- Sport pedals
- Perimeter alarm

Sports pedal design may vary from that shown.



Zetec

Additional to Style

- 15" 5x2-spoke alloy wheels
- Front fog lights with chrome ring surround
- Quickclear heated windscreens
- 3-spoke leather trimmed steering wheel
- Leather-trimmed handbrake handle
- Flow through centre console



Style

- Manual air conditioning
- My Key
- Radio/CD with USB connection
- Electrically-operated front windows with 'one shot' up and down and anti-trap technology on driver and passenger side
- Remote central locking



More than just colour.

Ford Fiesta owes its beautiful and durable exterior to a special multi-stage painting process. From the wax-injected steel body sections to the water-based top coat, new materials and application processes ensure it's not only virtually solvent-free, but will retain its good looks for many years to come.



Frozen White
Solid body colour*



Race Red
Solid body colour



Moondust Silver
Metallic body colour*



Hot Mustard
Metallic body colour*



Fashionista
Metallic body colour*



Midnight Sky
Metallic body colour*



Nautical Blue
Metallic body colour*



Copper Pulse
Metallic body colour*



Panther Black
Metallic body colour*



Candy Blue
Pearlescent body colour*



Hot Magenta
Pearlescent body colour*

*At extra cost.
The Ford Fiesta is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions.
Note The car images used are to illustrate body colours only and may not reflect current specification or product availability in certain markets. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of printing processes used.



A feel for comfort.

Left: Ultimate/Lux soft in Charcoal Black for Sport

1. Lithos in Charcoal Black for Zetec/Titanium
2. Ultimate/Lux soft in Charcoal Black for Zetec S
3. Smitty Tech in Silver/Black for Zetec S*/Titanium X
4. Modena leather in Charcoal Black

For more trims, please refer to the specification table on page 70.

*Option at extra cost.





Wheels



Wheels

	Studio	Style	Zetec	Titanium	Titanium X
Steel – 14"x5.5", 6-spoke wheel covers. (Fitted with 175/65 tyres)	●	–	–	–	–
Steel – 14"x5.5", 12-spoke wheel covers. (Fitted with 175/65 tyres) (Standard on Style with 1.6 Duratorq TDCi ECOncetic with Auto-Start-Stop)			/E		
Steel – 15"x6", 12-spoke wheel covers. (Fitted with 195/50 tyres)* (not available on ECOncetic with 1.6 Duratorq TDCi with Auto-Start-Stop)	–	●	–	–	–
Alloy – 14"x5.5", 5-spoke wheel covers. (Fitted with 175/65 tyres)* (Standard on Zetec and Titanium with 1.6 Duratorq TDCi ECOncetic with Auto-Start-Stop)	–	–	/E	–	/E
Alloy – 15"x6", 5x2-spoke. (Fitted with 195/50 tyres)*	–	–	●	–	–
Alloy – 16"x6.5", 7-spoke. (Fitted with 195/45 tyres)*	–	–	○	–	–
Alloy – 16"x6.5", 12-spoke. (Fitted with 195/45 tyres)*	–	–	–	●	–
Alloy – 16"x6.5", 15-spoke. (Fitted with 195/45 tyres)*	–	–	–	–	●
Alloy – 16"x6.5", 12-spoke. (Fitted with 195/45 tyres)*	–	–	–	–	●
Alloy – 17"x7", 8-spoke. (Fitted with 205/40 tyres)*	–	–	–	○	○
Tyre mobility kit	●	●	●	●	●
Spare – 14"x5.5" steel (not available with detachable tow bar) (Standard with 1.6 Duratorq TDCi ECOncetic with Auto-Start-Stop)	○	○ /E	○ /E	○	○ /E
Locking wheel nuts (only with alloy wheels)	–	–	●	●	●

● = Standard, ○ = Option, at extra cost, □ = Part of an option pack, at extra cost, /E = Standard with ECOncetic Powertrain, /* = Not available with City Pack, /* = Not available with front parking sensors
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x87

Obsessively driven

During its development, we test drove the Ford Fiesta the equivalent of 87 times around the globe. It's a car you can rely on, right down to the smallest ball bearing.



Exterior features

Exterior Design features

Door mirrors – Electrically-operated and heated, integrated side indicator, black housings	●	-	-	-	-	-
Door mirrors – Electrically-operated and heated, integrated side indicator, body colour housings	-	●	●	●	●	-
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, body colour housings with puddle lights (see Option Packs)	-	□	□	□	●	●
Bumpers – Front and rear, body colour	●	●	●	●	●	●
Full Dress Kit (3 door or 5 door, not available with 1.6 Duratorq TDCi EConetic with Auto-Start-Stop)	-	-	○ /*	●	○ /*	-
Front upper grille – Chrome finish surround	●	●	●	-	●	●
Front upper grille insert – Chrome bars	●	●	●	-	●	●
Front upper grille insert – Black mesh	-	-	-	●	-	-
Front lower grille insert & surround – Black	●	●	●	●	●	-
Front lower grille – Gloss Black with chrome finish rim	-	-	-	-	-	●
Front fog lights – Black bezel rings	-	-	-	●	-	-
Front fog lights – Chrome finish surround bezel rings	-	-	●	-	●	-
Front fog lights – High gloss painted with high Gloss Black surround bezel rings	-	-	-	-	-	●
Rear privacy glass	-	○	○	○	●	●
Door handles – Black colour	●	-	-	-	-	-
Door handles – Body colour	-	●	●	●	●	●
Tailgate handle – Body colour	●	●	-	●	-	-
Tailgate handle – Body colour with chrome finisher	-	-	●	-	●	●
Chrome belt line finisher	-	-	●	-	●	●
Rear spoiler – Body colour	●	●	●	-	●	●
Large rear spoiler - Body Colour	-	-	-	●	-	-

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Puddle Lights

Illuminate the ground by your vehicle when you open your car door to highlight any puddles that you may inadvertently step into. (Standard on Titanium & Titanium X).

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
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Quickclear heated windscreen

Designed to demist the screen in seconds, even on frosty mornings.
(Option on Style) (Standard on Zetec and above)

Exterior features

Exterior convenience features

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Detachable tow bar (includes 13-pin electrical kit) (not available with spare wheel and also not available on ECOncetic with 1.6 Duratorq TDCi with Auto-Start-Stop)	-	○	○	-	○	○
Ford Easy-Fuel capless refuelling system with misfuel inhibit	●	●	●	●	●	●
Headlights – Automatic headlights (includes autowipers & auto dimming rear view mirror)	-	-	-	○	●	●
Headlights – Twin chamber halogen reflector with Black bezel and day running lights	●	●	-	-	-	-
Headlights – Halogen projector with Silver bezel and day running lights	-	-	●	●	-	-
Headlights – Halogen projector with Silver bezel and LED day running lights	-	-	-	-	●	●
Headlights – Courtesy delay	●	●	●	●	●	●
Tailgate wash/wipe	●	●	●	●	●	●
Wipers – Front, variable intermittent	●	●	●	●	●	●
Wipers – Front, automatic with rain sensor (includes automatic headlights and auto-dimming rear-view mirror)	-	-	-	○	●	●
Quickclear Heated Windscreen	-	○	●	●	●	●
High-mounted rear brake light	●	●	●	●	●	●

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Clever features that save time and hassle

Capless refuelling with Ford Easy Fuel

No dirty fuel caps to touch. Plus Ford Easy Fuel with its unique safeguard ensures nobody accidentally fills up with the wrong fuel. (Standard)



Option packs

Option packs

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
City Pack – Rear parking distance sensors and electric/heated power-foldable door mirrors with puddle lamps	–	○	○	○	○	–
Driver Assistance Pack – Active City Stop, rear parking distance sensors and electric/heated power-foldable door mirrors with puddle lamps	–	–	○/*	○/*	○/*	○/*
Front and Rear Parking Pack – Front and rear parking distance sensor and electric/heated power-foldable door mirrors with puddle lamps	–	○/*	○/*	–	○/*	○/*

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Choices that make a statement



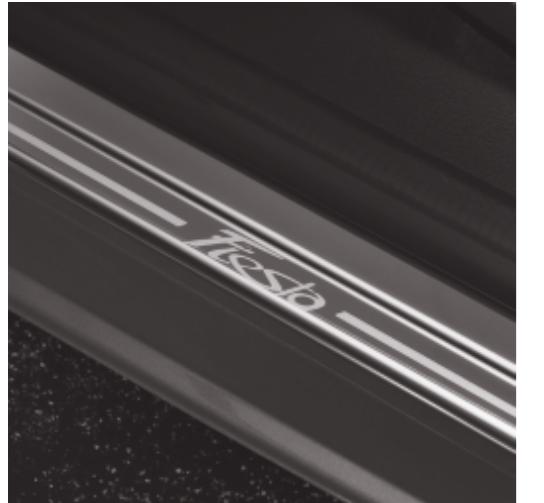
Full Dress Up Kit

Make a statement with this styling kit, perfectly designed to complement your Ford Fiesta and make it stand out from the crowd. (Option on Zetec and Titanium) (Standard on Zetec S). Also available separately as accessories.

- Front, rear and side skirts in body colour
- Rear spoiler in body colour
- Distinctive high gloss black aerofoil
- Black rear bumper diffuser

Interior features

Interior Design Features	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Door lever – Chrome finish	-	●	●	●	●	●
Floor mats – Front and rear, velour	-	-	-	-	●	-
Floor mats – Front and rear, velour with metal grey stitching	-	-	-	-	-	●
Gearshift knob – Soft-feel	●	-	-	-	-	-
Gearshift knob – Leather-trimmed with chrome finish bezel	-	●	●	●	●	●
Headliner – Moulded	●	●	-	-	-	-
Headliner – Woven	-	-	●	●	●	●
Leather-trimmed handbrake	-	-	●	●	●	●
Sport pedal set	-	-	-	●	-	-
Scuff plates – Front, stainless steel	-	-	-	-	-	●
Steering wheel – 3-spoke	●	●	-	-	-	-
Steering wheel – 3-spoke, leather-trimmed with bezel	-	-	●	●	●	-
Steering wheel – 3-spoke, leather-trimmed with insert ring	-	-	-	-	-	●



Spend your driving time surrounded in luxury

Stainless steel Scuff Plates

Elegant stainless steel scuff plates welcome you on board and protect the paintwork. (Standard on Titanium X and accessory)

Interior features

Audio and communication systems	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Radio/CD with multi-functional 2-line display, six speakers (four front and two rear), MP3-compatible, remote audio controls, AUX and USB connection for external music devices	●	●	●	-	-	-
Radio/CD with multi-functional matrix display, six speakers (four front and two rear), MP3-compatible, remote audio controls. Ford SYNC - Includes Emergency Assistance*, Bluetooth® hands-free phone and Voice Control and audible text messaging, USB and Privacy Mode, AUX and USB connection for external music devices	-	○	○	●	-	-
Radio/CD with DAB with multi-functional matrix display, six speakers (four front and two rear), MP3-compatible, remote audio controls. Ford SYNC - Includes Emergency Assistance*, Bluetooth® hands-free phone and Voice Control and audible text messaging, USB and Privacy Mode, AUX and USB connection for external music devices, diversity antenna	-	○	○	○	-	-
Radio/CD/SD-navigation system with DAB, 5" TFT display , MP3-compatible, six speakers (four front and two rear), remote audio controls. Ford SYNC - Includes Emergency Assistance*, Bluetooth® hands-free phone and Voice Control and audible text messaging, USB and Privacy Mode, AUX and USB connection for external music devices, diversity antenna ¹	-	○	○	○	-	-
Sony radio/CD with DAB, 4.2" TFT display , MP3-compatible, eight speakers (four front and two rear coaxial), remote audio controls. Ford SYNC - Includes Emergency Assistance*, Bluetooth® hands-free phone and Voice Control and audible text messaging, USB and Privacy Mode, AUX and USB connection for external music devices, diversity antenna ¹	-	-	-	-	●	●
Sony radio/CD/SD-navigation system with DAB, 5" TFT display MP3-compatible, eight speakers (four front and two rear coaxial), remote audio controls, Ford SYNC - Includes Emergency Assistance*, Bluetooth® hands-free phone and Voice Control and audible text messaging, USB and Privacy Mode, AUX and USB connection for external music devices, diversity antenna ¹	-	-	-	-	○	○

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Connect with your world

With built-in connectivity for your gadgets, you can fill your Fiesta with your favourite music – and connect to the outside world – with a choice of superb audio, navigation and entertainment systems.



Remote audio controls

Your hands on the wheel and your MP3 on the right track.
(Remote audio controls and MP3 controls are standard)

Shown right: Sony DAB digital radio/CD with 4.2" TFT colour multi-functional display

MP3-compatible with six speakers (four front and two rear coaxial), remote audio controls, AUX and USB connection for external music devices and Ford SYNC including Ford Emergency Assistance, featuring hands-free Bluetooth®-enabled Voice Control System, audio streaming and DAB technology. (Standard on Titanium and Titanium X.)

Rear-view camera is a separate option that can be ordered in combination with Sony audio and navigation systems. (Option on Titanium and Titanium X)

USB connection

Built-in connectivity lets you listen to, and operate, your digital music player via the car's Ford audio system.





Interior features

Climate control

Air conditioning – Manual control

Air conditioning – Electronic Automatic Temperature Control (EATC)

Pollen filter

Interior Comfort and Convenience

Accessory power point (12 V) – Front

Centre console – With trinket tray, two cup holders

Centre console – With trinket tray, two cup holders with ring, front centre armrest

Courtesy light – Overhead with theatre-style dimming

Courtesy light – Front with front map-reading lights

Courtesy light – Rear

Cruise control (includes leather steering wheel and remote audio controls)

Glovebox – With illumination

My Key® – See Page 12

Rear-view camera (requires Sony radio/CD or navigation) – See Page 15

Rear-view mirror – Auto-dimming (only available with automatic rain-sensing wipers)¹

Stowage pockets – Driver and front passenger seatbacks

Trip computer

Windows – Electrically-operated front with one-touch lowering/closing on driver's and passenger's side

Windows – Electrically-operated front and rear, global opening/closing (5-door only)

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	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Climate control						
Air conditioning – Manual control	–	●	●	●	–	–
Air conditioning – Electronic Automatic Temperature Control (EATC)	–	–	–	○	●	●
Pollen filter	●	●	●	●	●	●
Interior Comfort and Convenience						
Accessory power point (12 V) – Front	●	●	●	●	●	●
Centre console – With trinket tray, two cup holders	●	●	●	–	–	–
Centre console – With trinket tray, two cup holders with ring, front centre armrest	–	–	–	●	●	●
Courtesy light – Overhead with theatre-style dimming	●	●	●	●	●	●
Courtesy light – Front with front map-reading lights	–	–	●	●	●	●
Courtesy light – Rear	●	●	●	●	●	●
Cruise control (includes leather steering wheel and remote audio controls)	–	–	–	–	●	●
Glovebox – With illumination	–	–	●	●	●	●
My Key® – See Page 12	–	●	●	●	●	●
Rear-view camera (requires Sony radio/CD or navigation) – See Page 15	–	–	–	–	○	○
Rear-view mirror – Auto-dimming (only available with automatic rain-sensing wipers) ¹	–	–	–	○	●	●
Stowage pockets – Driver and front passenger seatbacks	–	●	●	●	●	●
Trip computer	–	○	●	●	●	●
Windows – Electrically-operated front with one-touch lowering/closing on driver's and passenger's side	●	●	●	●	●	●
Windows – Electrically-operated front and rear, global opening/closing (5-door only)	–	–	–	–	–	●

Interior features

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Seats						
Front seats – Comfort-style	●	●	●	–	●	–
Front seats – Sports-style	–	–	–	●	–	●
Front seats – 2-way adjust head restraints	●	●	●	●	●	●
Front seats – Heated	–	–	–	□	○/□	●
Front seat – Driver's lumbar support adjustment	–	–	–	●	●	●
Front seat – Driver's manual fore/aft adjustment	●	–	–	–	–	–
Front seat – Driver's manual height and fore/aft adjustment	–	●	●	●	●	●
Front seat – Passenger's manual fore/aft adjustment	●	●	●	●	●	●
Rear seat – 60/40 split folding back and fixed cushion	●	●	●	●	●	●
Rear seat – Centre head restraints	–	–	–	○/□	○/□	●
Rear seats back – Carpet	●	●	●	●	●	●
Front and passenger seat map pockets	–	●	●	●	●	●
Partial Leather Trim Pack – Partial leather trim, heated front sport seats, driver's seat lumbar support, centre rear head restraint	–	–	–	–	–	●
Leather Trim Pack – Leather trim, heated front sport seats, driver's seat lumbar support, centre rear head restraint	–	–	–	○	○	○

An interior space built for
comfort and flexibility

Interior features

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Loadspace						
Loadspace floor carpet	●	●	●	●	●	●
Loadspace compartment light	●	●	●	●	●	●
First aid kit strap and warning triangle storage	●	●	●	●	●	●
Removable package tray	●	●	●	●	●	●
Variable loadspace floor in luggage compartment (eliminates first aid kit strap and warning triangle storage)	–	○	○	○	○	○

● = Standard, ○ = Option, at extra cost, □ = Part of an option pack, at extra cost.

The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. Other trademarks and trade names are those of their respective owners. *Planned production starts January 2013.* Ford Emergency Assistance operates in over 30 European countries. This feature works when paired with a compatible connected mobile phone that is with you when an airbag is deployed (excludes knee airbags and rear inflatable safety belts, if equipped) or the fuel pump shut off switch is activated. See your local Ford website for latest information.



Adjustable load floor

The adjustable rear load floor can be fitted in two positions, either low on the boot floor to create a deeper boot space, or higher up to create a flatter load space with the rear seats lowered. It can also be removed completely. (Option)

Smart technology

Fiesta has a range of intelligent features designed to make life a little easier and offer peace of mind.

1 Active City Stop^{®#}

Designed to help reduce the likelihood or consequences of your car colliding with the vehicle in front in slow-moving traffic by applying the brakes if it is detected that a collision is likely. (Option)

2 Parking distance sensors

Audible warnings help you park in tight spaces. Available for front and rear, or just rear. (Available on City Pack, Driver Assistance Pack or Front and Rear parking sensors pack)

3 Ford SYNC with Emergency Assistance*

The next generation of in-car connectivity. Ford SYNC lets you operate most popular MP3 players, Bluetooth®-enabled phones and USB drives with remarkably simple voice commands. Plus the Ford Emergency Assistance feature is designed to assist occupants to place an emergency call in the event of an accident - wherever you are in Europe. (Option)

4 Integrated navigation and rear-view camera

Fiesta's built-in navigation system eliminates the need for pre-route planning. Select reverse gear and the rear-view camera comes on automatically in the Sony or navigation display, allowing you to see objects behind your car. Special guidance graphics indicate the width and centre line of the car, based on the steering angle, for safer and easier manoeuvring. (Option)

5 Deflation Detection System[®]

Designed to alert you if a tyre's pressure is too low, such as in the case of a puncture. (Option)

[®]Uses sensors.

[#]Designed to operate at speeds below 19 mph.

*Ford Emergency Assistance operates in over 30 European countries. This feature works when paired with a compatible mobile phone that is with you when any airbag is deployed (excludes knee airbags and rear inflatable safety belts, if equipped) or the fuel pump is shut off switch is activated. Text function and Emergency Assistance not supported by all European languages. See your local Ford website for latest information.

Note The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company Limited and its associated companies is under licence. Other trademarks and trade names are those of their respective owners.

Note It is an offence for drivers to use a hand-held mobile phone or similar device while driving.



Intelligent Protection System[®]

Ford's advanced IPS uses a range of sophisticated technologies designed to keep you protected, including ultra-high strength steel safety cage, anti-lock braking system with Emergency Brake Assist and front, side, knee and curtain airbags.

The Ford Fiesta IPS includes:

1. Driver's and front passenger's airbags*
2. Driver's and front passenger's side impact airbags
3. Side curtain airbags for front and rear seats
4. Collapsible steering column and pedals for optimised protection of driver's legs and feet
5. Electronic Stability Program with anti-lock brakes, electronic brake-force distribution and Emergency Brake Assist
6. Robust computer-optimised body structure with ultra-rigid safety cell and crumple zones
7. Pre-tensioners, load-limiting retractors and height-adjustable mounts* on front seat belts
8. Anti-submarining seat bases



*Note: A rear-facing child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.

*Height-adjustable mounts available on 5-door models only.

®Uses sensors.

Safety and security equipment

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Safety and Driver Assistance						
Intelligent Protection System (IPS) ¹¹	●	●	●	●	●	●
Anti-lock braking system ¹¹ with electronic brake-force distribution (EBD) ¹¹ and Emergency Brake Assist (EBA) ¹¹	●	●	●	●	●	●
Electronic Stability Programme (ESP) ¹¹	●	●	●	●	●	●
Hill Start Assist ²¹ (not available with 1.25 Duratec engines)	●	●	●	●	●	●
Emergency Brake Warning ²¹ – Automatic flashing of hazard warning lights under heavy braking	●	●	●	●	●	●
Airbags – Driver's and front passenger's ¹¹	●	●	●	●	●	●
Airbag – Front passenger's airbag de-activation switch ¹¹ and Passenger Airbag Deactivation Indicator ¹¹	●	●	●	●	●	●
Airbags – Front side ¹¹	●	●	●	●	●	●
Airbags – Curtain, driver side knee airbag ¹¹	●	●	●	●	●	●
Deflation Detection System (DDS) ¹¹	–	○	○	○	○	○
Security						
Central locking	●	–	–	–	–	–
Remote central locking with one flip key and one lollipop key	–	●	–	–	–	–
Remote central locking with two flip keys	–	–	●	●	●	–
Remote central locking with two key fobs	–	–	–	–	–	●
Double locking	–	●	●	●	●	●
Ford KeyFree System – Keyless entry with Ford Power Starter Button	–	–	–	○	○	●
Perimeter alarm	–	○	○	●	●	●

● = Standard, ○ = Option, at extra cost, □ = Part of an option pack, at extra cost. ¹¹ Safety feature. ²¹ Driver assistance

***Note:** A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.



Hill Start Assist²⁰

Designed to prevent you from rolling down a slope when you move your foot from the brake pedal to the accelerator pedal. It works in forward and reverse gears.

Mechanical features

	Studio	Style	Zetec	Zetec S	Titanium	Titanium X
Steering						
Electric power-assisted steering (EPAS)	●	●	●	●	●	●
Steering wheel column – Rake- and reach-adjustable	●	●	●	●	●	●
Suspension						
Suspension – Standard tune	●	● /1	● /1	–	● /1	●
Suspension – Sports suspension	–	–	–	●	–	–
Suspension – Lowered (standard only with 1.6 TDCi ECOncetic with Auto-Start-Stop)	–	● /E	● /E	–	● /E	–
Suspension – Front stabiliser bar	●	●	●	●	●	●
Technology						
Ford Eco Mode (driver information system) – Only in combination with audio system and trip computer	–	●	●	●	●	●
Shift gear indicator - Not available with 1.6 105PS Powershift Engine	●	●	●	●	●	●

● = Standard, ○ = Option, at extra cost. ● /1 Not available with ECOncetic Powertrain ● /E Standard with ECOncetic Powertrain

Shift Indicator

Advises you when to change gear for maximum fuel efficiency.



Sports suspension

(Standard on Zetec S)



Fuel, performance and emissions

	Euro Stage	Trans-mission	Maximum Power PS (kW)	Torque Nm	CO ₂ emissions (g/km) ^{®®}	Fuel consumption (L/100 km) ^{®®}			Performance [®]		
						Urban	Extra Urban	Combined	Max. speed (mph)	0-62 mph (secs)	31-62 mph/h* (secs)
1.0 L (80 PS (59 kW)) with Auto-Start-Stop	Euro Stage V	M5	80 (59)	105	99	5.1 (55.4)	3.8 (74.3)	4.3 (65.7)	103	14.9	17.9
1.0 EcoBoost (100 PS (74 kW)) with Auto-Start-Stop	Euro Stage V	M5	100 (74)	170	99	5.3 (53.3)	3.7 (76.4)	4.3 (65.7)	112	11.2	14.7
1.0 EcoBoost (125 PS (92 kW)) with Auto-Start-Stop	Euro Stage V	M5	125 (92)	200	99	5.3 (53.3)	3.7 (76.4)	4.3 (65.7)	122	9.4	12.2
1.25 Duratec (60 PS (44 kW))	Euro Stage V	M5	60 (44)	109	120	6.8 (41.5)	4.2 (67.3)	5.2 (54.3)	94	16.9	17.9
1.25 Duratec (82 PS (60 kW))	Euro Stage V	M5	82 (60)	114	120	6.8 (41.5)	4.2 (67.3)	5.2 (54.3)	104	13.3	17.6
1.6 Duratec Ti-VCT (105PS (77 kW)) PowerShift	Euro Stage V	A6	105 (77)	150	138	8.4 (33.6)	4.5 (62.8)	5.9 (47.9)	114	10.5	N/A
1.5 Duratorq TDCi (75 PS (55 kW))	Euro Stage V	M5	75 (55)	185	98	4.4 (64.2)	3.3 (85.6)	3.7 (76.4)	104	13.5	13.3
1.6 Duratorq TDCi (95 PS (70 kW))	Euro Stage V	M5	95 (70)	200	95	4.4 (64.2)	3.2 (88.3)	3.6 (78.5)	112	11.7	11.4
1.6 Duratorq TDCi ECOnetic with Auto-Start-Stop (95 PS (70 kW))	Euro Stage V	M5	95 (70)	200	87	3.8 (74.3)	3.1 (91.1)	3.3 (85.6)	111	12.9	12.7

*In 4th gear. [®]Ford test figures. ^{®®}The declared fuel consumptions and CO₂ emissions are measured according to the technical requirements and specifications of European Directive 80/1268/EEC or the European Regulation (EC) 715/2007 amended by (EC) 692/2008. Fuel consumption and CO₂ emissions are specified for a vehicle type and not for a single car. The applied standard test procedure enables to compare between different vehicle types and different manufacturers. This information is not part of any product offer made. Real-world fuel consumption can vary as the fuel efficiency of a vehicle is influenced by (individual) car configurations, driving behaviour, use of technical equipment such as A/C, as well as other non-technical factors. **Note** All vehicles are Durashift 5-speed manual unless otherwise stated. BP Ultimate, a range of advanced performance fuels, the perfect partner to meet the most demanding needs of Ford's class-leading technology. BP Ultimate can boost power and acceleration, lower exhaust emissions and improve fuel economy, compared with ordinary fuels.

EcoBoost = more power + better fuel economy

Ford EcoBoost engines

The diamond-like coating on the piston rings reduces friction; the turbocharger, direct injection and variable valve timing boost efficiency. The result is remarkable performance from such an economical engine. Triple winner at the International Engine of the Year Awards 2012, the new 1.0-litre EcoBoost is available in 100 PS and 125 PS versions.



INTERNATIONAL
engine
of the year
awards 2012

Presented by engine technology international magazine

International Engine of the Year

Ford 1.0-litre EcoBoost

Weights and loads

	Gross Vehicle Mass (kg)				
	Kerbweight (kg) ^a	3-Door	5-Door	Max. Towable Mass (braked) (kg) 12%	Max. Towable Mass (unbraked) (kg)
1.0 Duratec (80 PS (59 kW)) with Auto-Start-Stop	1045	1525	1530	650	520
1.0 EcoBoost (100 PS (74 kW)) with Auto-Start-Stop	1091	1550	1555	900	545
1.0 EcoBoost (125 PS (92 kW)) with Auto-Start-Stop	1091	1550	1555	900	545
1.25 Duratec (60 PS (44 kW))	1045	1525	1530	500	500
1.25 Duratec (82 PS (60 kW))	1045	1525	1530	600	520
1.6 Duratec Ti-VCT (105PS (77 kW)) PowerShift	1089	1560	1565	650	540
1.5 Duratorq TDCi (75 PS (55 kW))	1108	1570	1575	750	550
1.6 Duratorq TDCi (95 PS (70 kW))	1108	1570	1575	750	550
1.6 Duratorq TDCi ECOnetic with Auto-Start-Stop (95 PS (70 kW))	1108	1560	1565	–	–

^aRepresents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted. **Towing limits** quoted represent the maximum towing ability of the vehicle at its Gross Vehicle Mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. **Nose weight limit** is a maximum of 50 kg on all models. **Note** All vehicles are 5-speed manual, unless Powershift stated.

Roof base carrier, lockable

Lockable base load carrier compatible with a range of attachments. (Accessory)

Thule® roof ski/snowboard carrier Deluxe 727+ – lockable and extendable

Innovative, fully-lockable ski carrier suitable for up to six pairs of skis or four snowboards. Comfortable slide-out function extends outside the roof area for easy access to your ski equipment. (Accessory)



Thule® roof box*, lockable

Can be opened from both sides for convenient loading. Available in different sizes, Pacific 200 is shown. (Accessory)



ClimAir® wind deflector*

Reduces turbulence and noise for a more enjoyable drive with the windows down, even during light rain. (Accessory)



*Please see back cover for warranty information.

Colour and trim

Model	Studio	Style	Zetec	Zetec S		Titanium		Titanium X
Seat trim and colour								
	Max in Charcoal Black/Soft Charcoal	Match Point in Charcoal Black	Lithos in Charcoal Black	Ultimate/Lux Soft in Charcoal Black	Ultimate/Lux Soft in Charcoal Black	Modena leather in Metallic Effect*	Litho/s in Charcoal Black	Modena leather in Metallic Effect*
Seat bolster trim and colour								
	Max in Charcoal Black	View in Charcoal Black with Metal Grey stitching and Machine Silver piping	Domo in Charcoal Black with Metal Grey stitching	Monax/Lux Soft in Charcoal/Charcoal Black with Generic Silver stitching	Monax/Lux Soft in Charcoal/Charcoal Black/Red Hot with Generic Red stitching	Modena leather in Charcoal Black with Metal Grey stitching	Domo in Charcoal Black with Metal Grey stitching	Modena leather in Charcoal Black with Metal Grey stitching
Door trim and colour								
	View in Charcoal Black	View in Charcoal Black	Ambassador in Charcoal Black	Ambassador in Charcoal Black	Ambassador in Charcoal Black	Ambassador in Charcoal Black	Ambassador in Charcoal Black	Ambassador in Charcoal Black
Centre stack bezel								
	Pegasus	Graphite Anodized	Royal Black	Royal Black	Royal Black	Royal Black	Royal Black	Midnight Symphony
Upper instrument panel/Environment colour								
	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black	Charcoal Black/Charcoal Black
Solid body colours								
Blazer Blue	●	●	—	—	—	—	—	—
Frozen White*	*	*	*	*	*	*	*	*
Race Red	●	●	●	●	●	●	●	●
Metallic body colours*								
Copper Pulse	—	—	*	*	—	*	*	*
Fashionista	—	—	*	—	—	*	*	*
Hot Mustard	—	—	*	*	—	*	*	*
Midnight Sky	—	—	*	*	*	*	*	*
Moondust Silver	*	*	*	*	—	*	*	*
Nautical Blue	—	*	*	*	—	*	*	*
Panther Black	*	*	*	*	*	*	*	*
Special metallic body colours*								
Candy Blue	—	—	*	*	—	*	*	*
Hot Magenta	—	—	*	*	—	*	*	*

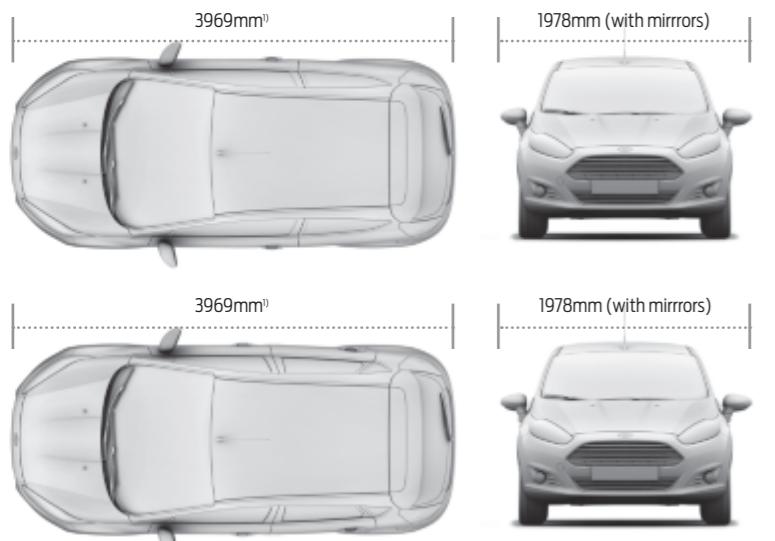
● = Available, * = Option at extra cost, — = Not available.



Dimensions

	3 Door	5 Door
Overall length (mm)	3969	3969
Overall length (mm) Zetec S version	3982	3982
Overall length (mm) Bumper Styling Kit	3982	3982
Overall width with mirrors (mm)	1978	1978
Overall width without mirrors (mm)	1709	1722
Overall width with folded mirrors (mm)	1764	1764
Overall height (mm) max	1468	1468
Turning circle – Kerb to kerb (m)	10.1	10.1
Luggage capacity (litres) [†]		
5-seat mode (with tyre repair kit)	290	290
5-seat mode (with steel spare)	276	276
2-seat mode (with tyre repair kit)	974	974
2-seat mode (with steel spare)	960	960
Fuel tank capacity (litres)		
Petrol	42	42
Diesel	40.5	40.5

[†]Measured in accordance with ISO 3832. Dimensions may vary dependent on the model and equipment fitted.



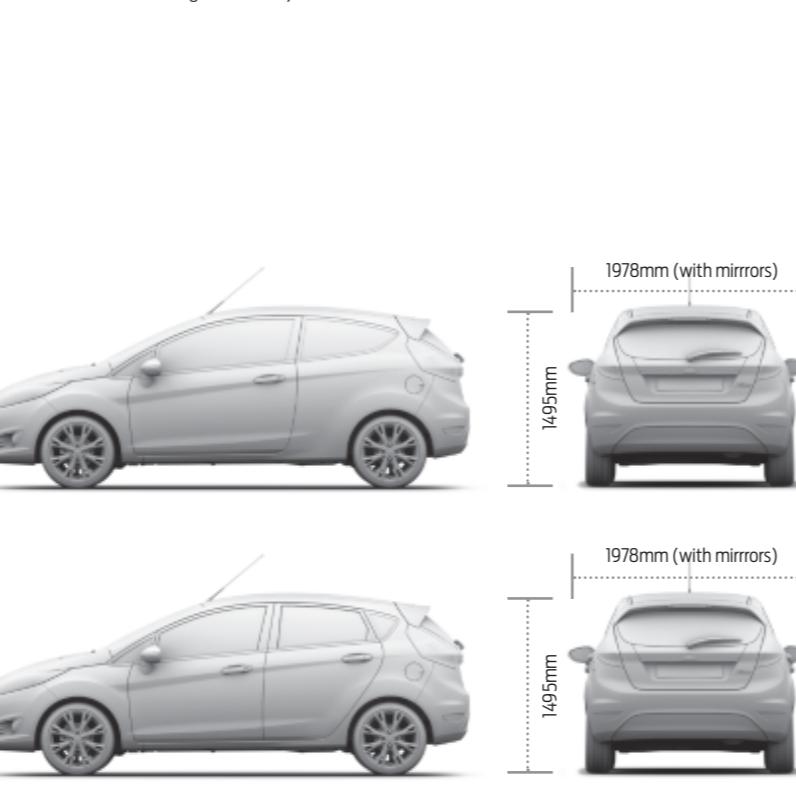
[†]Overall length is 3982mm on Zetec S Series and when fitted with Bumper styling kit.

Ford Warranty and Servicing Plans

	All Fiesta models
3-year/60,000 miles* Ford Protect Classic Plan Warranty	●
4-year/80,000 miles* Ford new car extended warranty	○
5-year/100,000 miles* Ford new car extended warranty	○
1-year/unlimited miles* Ford Assistance Roadside Cover (Europe)	●
2-year/2 services or 3 years/3 services* Ford Protect Premium Plan, including scheduled servicing and extended Ford Assistance	○
1-year/unlimited miles* Paint Warranty	●
12-year/unlimited miles* Perforation Warranty	●

● = Standard, ○ = Optional, at extra cost.

*From the date of first registration. Subject to terms and conditions



Insurance groups

1.0 Duratec (80 PS (59 kW)) with Auto-Start-Stop	6E	7E
1.0 EcoBoost (100 PS (74 kW)) with Auto-Start-Stop	11E	11E
1.0 EcoBoost (125 PS (92 kW)) with Auto-Start-Stop	15E	15E
1.25 Duratec (60 PS (44 kW))	3E	5E
1.25 Duratec (82 PS (60 kW))	7E	7E
1.6 Duratec Ti-VCT (105 (77 kW)) PowerShift	12E	12E
1.5 Duratorq TDCi (75 PS (55 kW))	8E	9E
1.6 Duratorq TDCi (95 PS (70 kW))	12E	13E
1.6 Duratorq TDCi ECOnetic with Auto-Start-Stop (95 PS (70 kW))	11E	12E

E = Exceeds security requirement for model concerned and group rating has been reduced. Insurance ratings are issued by the Association of British Insurers and are shown above on both the (outgoing) 1-20 and (new) 1-50 rating scales.

Illustrations, descriptions and specifications. This catalogue was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. **Optional equipment.** Throughout this publication, wherever a feature is described as being an 'Option' or 'Optional Fitment/Pack' etc, you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability. **Note.** Some images portrayed are of a pre-production model and/or are computer generated, therefore, the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional. **Note.** This brochure contains both original Ford accessories as well as a range of products from our suppliers. **†**The identified accessories are carefully selected third party supplier branded accessories which do not come with a Ford warranty but are instead covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer. **Note.** The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. The iPod word mark and logos are the property of Apple Inc. Other trademarks and trade names are those of their respective owners.

The Government fuel figures do not express or imply any guarantee of the fuel consumption of any particular vehicle. The vehicles themselves have not been tested and there are inevitable differences between individual vehicles of the same model. In addition, a vehicle may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the vehicle has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

Note Some driver assistance features and safety features described in this brochure are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.



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